

ABSTRACT

- 5           A backlit label includes a transparent element and a transreflective element positioned at the backside of the transparent element. The transparent element passes light bi-directionally, whereas the transreflective element passes light received from a first direction and reflects light received from an opposite direction. A backlight source, which may or may not be integrated with the label, produces backlighting for
- 10 the label. The transreflective element passes the backlight that emanates from behind out through the transparent element. However, for ambient light received from in front of the label, the transreflective element reflects the ambient light back out through the transparent element.

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